Unit 1: The Effect of Letterforms on Visual Communication

Content Area: **Art**
Course(s): **Art Experience**
Time Period: **September**
Length: **10 blocks**
Status: **Published**

Transfer

Letterforms have an effect on visual communication

Enduring Understandings

Letterforms exist in all cultures, among the earliest forms of basic artistic communication.

Poster Gothic Lettering is a fundamental letter form applicable for many uses in visual communication.

The various changes to the shapes of letterforms dictate the overall style and mood of an alphabet.

The most important considerations when selecting type are readability, spacing, size, shape, placement and appropriateness to purpose

Craftsmanship Is essential for aesthetics in visual communications.

Self expression and personal identity come from making

Individual artistic choices

Essential Questions

What impact do various letter forms have on visual communication in society?

What effect does layout and design have on the readability of an alpha bet?

How is personal identity created through lettering and design choices?

How does proper use of materials and supplies affect good craftsmanship?

Learning Objectives

Analyze various letter forms through teacher/student discussion.

Develop techniques in Poster Gothic and freehand lettering.

Create a layout for student portfolio using their individual name letters.

Utilize graphite transfer techniques to copy lettering design to portfolio.

Develop a respect for the care of tools, equipment and supplies through known safety practices.

Demonstrate the reasonable use of time in the completion of an assignment.

Standards

VPA.1.1.12.D	Visual Art
VPA.1.1.12.D.1	Distinguish innovative applications of the elements of art and principles of design in visual artworks from diverse cultural perspectives and identify specific cross-cultural themes.
VPA.1.1.12.D.2	Translate literary, musical, theatrical, and dance compositions by using them as stimulus/inspiration for corresponding visual artworks.
VPA.1.1.12.D.CS1	Common themes exist in artwork from a variety of cultures across time and are communicated through metaphor, symbolism, and allegory.
VPA.1.1.12.D.CS2	Stimuli for the creation of artworks can come from many places, including other arts disciplines.
VPA.1.3.12	All students will synthesize those skills, media, methods, and technologies appropriate to creating, performing, and/or presenting works of art in dance, music, theatre, and visual art.
VPA.1.3.12.D.CS2	Culturally and historically diverse art media, art mediums, techniques, and styles impact originality and interpretation of the artistic statement.
VPA.1.4.12.B	Critique Methodologies
VPA.1.4.12.B.2	Evaluate how an artist's technical proficiency may affect the creation or presentation of a work of art, as well as how the context in which a work is performed or shown may impact perceptions of its significance/meaning.